

MAY 18 2004

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I hereby certify that this document and the documents referred to herein as attached are being transmitted via
facsimile to the United States Patent and Trademark Office, Attn: Jason Cardone, Art Unit 2142 to
facsimile number (703) 872-9306 on the above indicated date of deposit.

5 *Jessica Pallach*
Jessica Pallach

OFFICIAL**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Application of: Donoho, et al**Docket No.:** UNIV0001D5**Serial No. :** 09/522,341**Art Unit:** 214215 **Filed:** 03/09/2000**Examiner:** Cardone, Jason D.**Title:** ADVICE PROVIDED FOR OFFERING HIGHLY TARGETED ADVICE
WITHOUT COMPROMISING INDIVIDUAL PRIVACY

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May 18, 2004

Commissioner of Patents and Trademarks
Mail Stop Non Fee Amendment
25 P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE

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Sir:

Applicant responds to the Office Action mailed on 3/30/2004 as follows:

35 1. Applicant has reviewed the abstract and finds the original abstract to be in
compliance with the requirements therefor, as set forth by the Examiner in the Office
Action.

40 2. Applicant provides herewith a new title for the invention which is clearly indicative of
the invention to which the claims are directed, as required by the Examiner.

3. The Examiner has rejected various claims under 35 USC 103 based on the combination of *Canale et al* (USPN 5619648) and *Salimando et al* (USPN 6185599).

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4. Applicant notes that subject application is a divisional of US Patent Application Serial No. 09/272,937 which was filed 3/19/1999 and which claims benefit of US Provisional Patent Application Serial No. 60/098,798 which was filed 09/01/1998. Accordingly, to qualify as prior art, a document must have a publication (or filing) date earlier than 09/01/1997. In this regard, applicant notes the *Salimando et al* reference has a filing date of November 19, 1997, i.e. after the critical date. Accordingly, *Salimando et al* is not prior art for purposes of 35 USC 103 and the Examiner's basis for rejecting the claims is therefore deemed moot. Accordingly, the application is in allowable condition and applicant earnestly solicits the Examiner conclude prosecution and forward to applicant a Notice of Allowance, such that the current invention may be protected by an issued US patent.

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5. Should the Examiner deem it helpful he is encouraged to contact the applicant's attorney, Michael A. Glenn, at (650) 474-8400.

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Respectfully Submitted,

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Michael A. Glenn
Reg. No. 30,176

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